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March 29, 1993

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

BY HAND

Ms. Donna R. Searcy
Secretary
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D.C.

Re: PP Docket No. 93-21
Sports Migration Inquiry

Dear Ms. Searcy:

Transmitted on behalf of The Texas Special Olympics are an original and nine copies of the Comments in the above-referenced proceeding. We would appreciate your assistance in distributing a personal copy of The Texas Special Olympics' Comments to each Commissioner.

Thank you for your assistance in this matter.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Denis Poulos".

Denis Poulos
Executive Director

Enclosures

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ENCLOSURE

Handwritten initials "CA" followed by the number "9".

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Before The
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of)
)
Implementation of Section 26 of the) PP Docket No. 93-21
Cable Television Consumer Protection)
and Competition Act of 1992)
)
Inquiry into Sports Programming)
Migration)
)

COMMENTS OF TEXAS SPECIAL OLYMPICS

The Texas Special Olympics ("Special Olympics") submits
these comments in response to the Commission's Notice of Inquiry

[REDACTED]

the Commission specifically questions whether the public is "better served by the current mix [of broadcast and cable sports programming] than it was before?" Id. at ¶30. We believe that the answer to this important question clearly is yes.

Although the Special Olympics have been the subject of news stories and documentaries on broadcast television, the cable coverage provided by HSE of the Summer Games is the only true "sports" coverage of those events. For each of the past four years, HSE has produced a two-hour program featuring the Summer Games and has aired that program several times during the year. Although there exists no impediment to coverage by over-the-air broadcasters, no broadcast station or network has provided such comprehensive coverage of the Summer Games.

HSE's coverage has brought the Special Olympics to an entirely different audience (i.e. sports viewers) than that reached by traditional broadcast news coverage, increasing public awareness of the Special Olympics and recognition of the athletic achievements of the participants in the Summer Games. In addition, HSE's coverage has improved our recruitment of corporate sponsors for the Games. Finally, HSE's coverage of the Summer Games has allowed participants to see themselves in competition, rewarding their efforts and motivating them to continue to improve their athletic skills.

In short, HSE's coverage of the Summer Games has resulted in substantial benefits for Special Olympics and for television viewers in Texas who would not otherwise have an opportunity to see the Summer Games on broadcast television.

March 29, 1993

Respectfully submitted,

TEXAS SPECIAL OLYMPICS

By



Denis Poulos
Executive Director